

ConceptWave Selected as TM Forum Solution Excellence Award 2010 Finalist

ConceptWave honored for demonstrating innovative and effective use of TM Forum Solution Frameworks to deliver tangible cost reduction and efficiency improvement

TORONTO – May 17, 2010 – ConceptWave Software Inc., a leading provider of product and order lifecycle management solutions for the global telecom market, has been named a TM Forum 2010 Solution Excellence Award finalist. The winner and finalists will be honored during the awards ceremony taking place during the Keynote session at Management World 2010 on Tuesday, May 18 in Nice, France.

The TM Forum Excellence Awards are the most sought-after awards of their kind, providing impartial recognition of global leadership, innovation, and excellence. The Excellence Awards recognize significant achievements by leading companies within the communications industry. Visit <http://www.TMForum.org/Awards> to learn more.

The Solution Excellence Award is provided to the supplier or system integrator demonstrating the most innovative and effective use of TM Forum Solution Frameworks to deliver tangible cost reduction and efficiency improvements. Finalists were selected by an independent judging panel based on criteria such as the deployment of TM Forum best practices and target architecture, quantifiable business value, and customer benefits received. The winner will be decided by an open member vote.

“ConceptWave is honored to be recognized as a TM Forum Excellence Awards finalist for our ongoing efforts to enable converged service delivery platforms for the world’s leading service providers, allowing them to fulfill strategic initiatives, reduce costs, and improve efficiency,” said Zarar Rana, president and CEO for ConceptWave. “The potential Excellence Award distinction is truly a testament to our commitment to enabling TM Forum standards as we support evolving requirements for the communications industry.”

ConceptWave was selected as one of six finalists based on its use of TM Forum standards in a recent ConceptWave Order Care® Order & Product Lifecycle Management deployment with an international top-tier service provider. With more than 20 of the world’s leading service providers as in-production customers, the catalog-driven, order fulfillment solutions enable customers to retune or change offers immediately to meet competitive needs. As testament to its use of TM Forum frameworks, ConceptWave has achieved TM Forum Information Framework (SID) compliance certification.

“The TM Forum Excellence Awards are intended to showcase TM Forum members as they continue to shape the role of the communications industry. As such, we are extremely pleased to receive a wide range of nominations from qualified candidates all over the world for this industry distinction of TM Forum’s ‘Best Supplier’,” said Nik Willetts CMO, TM Forum. “With its widely-implemented product catalog platform, ConceptWave has successfully demonstrated to TM Forum’s panel of experts the ability to help service providers improve the customer experience through its comprehensive application of TM Forum standards.”

ConceptWave Order Care is a highly configurable catalog management and order handling platform that includes order negotiation, order management, catalog management, and order analytics to support end-to-end workflow through order capture, order orchestration, and decomposition. Communications Service Providers (CSPs) leverage these products for handling complex orders for multi-component offers—such as triple-play—across multiple networks, operational platforms, and offer types.

About ConceptWave

ConceptWave is a leading provider of product and order lifecycle management solutions that enable communications service providers to rapidly introduce new market offers. Our catalog-driven order fulfillment solutions enable customers to immediately change existing offers to meet competitive needs and simplify the management of service orders while ensuring a superb customer experience. For more information, please visit: www.conceptwave.com.

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Media Contact:

Chun-Ling Woon
VP, Marketing & Business Development
ConceptWave Software, Inc.
(303) 927-6434
cwoon@conceptwave.com